POST SHOW REPORT

Karaganda
KAZAKHSTAN
2016

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The 12th International Exhibition for Mining and Exploration, Mineral & Coal Processing and Metallurgical Technologies "Mining Week Kazakhstan' 2016"

Mining Week Kazakhstan 2016
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Exhibition Overview

The 12th edition of the International Exhibition for Mining and Exploration, Mineral & Coal Processing and Metallurgical Technologies – Mining Week Kazakhstan 2016 – was held at the Shakhter stadium in Karaganda.

This edition has firmly cemented its place as one of Central Asia’s most important international mining and metallurgical exhibitions. Mining Week Kazakhstan Exhibition has clearly established its position as a leading platform for the demonstration of cutting edge and innovative technologies, advanced and cost effective equipment, and the best place for concluding mutually beneficial contracts.

Business and technical attendance increased 100%.

On June 28 at 12.00 noon the official exhibition opening was held in which the governor of the Karaganda Region, Mr. Nurmukhambet Kanapievich Abdibekov officiated. After welcoming guests and making a speech about the importance of the mining and mineral processing industries, he toured the exhibition and expressed satisfaction with technologies on display.

The opening ceremony was also attended by:
- Trade Representative of the Russian Federation in the Republic of Kazakhstan Alexander Yakovlev;
- Counselor, Head of the Trade and Investment Promotion Section of the Embassy of Poland Włodzimierz Kurowski;
- Chairman of the Poland-Kazakhstan Chamber of Commerce and Industry Piotr Guzowski;
- Chairman of the Management Board of the Employers’ Association, National Organization of Innovators in Industry established in Katowice Monika Piontkowska;
- Deputy of Executive Director of the Association of Mining and Metallurgical Enterprises Tulegen Mukhanov;
- Executive Director of Kazakhmys Corporation, LLP Talgat Magzumov;
- Director of the representation of the international exhibition company TNT Productions, LLC in the Republic of Kazakhstan Alexandr Khmelevskiy.

The red ribbon was cut by Nurmukhambet Abdibekov and Alexandr Khmelevskiy.
Exhibition VIP Tour
After the official opening ceremony, the distinguished guests accompanied by exhibition organizers toured the exhibition. Many of the leading companies met with these VIP’s and demonstrated their most interesting designs and innovations.

The business program of the exhibition was closely related to the exhibitors and aimed at various different target audiences. 6 events were held during 3 days of the exhibition. The key event of the business program was the Round-Table “Draft Code “On Subsurface and Subsurface Use” of the Association of Mining and Metallurgical Enterprises (AMME) which gathered over 80 participants.

Special interest among the participants was aroused by seminar “Application of K-MINE Geoinformation System for Mining Operations” organized by “KRISBASSAKADEMINVEST” Enterprise of Krivoi Rog City, Ukraine.

On the evening of June 28 to celebrate the opening of the exhibition, the Hotel Complex Cosmonaut held a welcome cocktail party.

Throughout the evening exhibition guests were entertained by leading artists and the exhibition organizers held a hotel presentation and a charitable auction.

The evening of 29 June continued with a reception for the exhibition participants in the cozy atmosphere of the restaurant “Arista” in the hall, which in style reminiscent of a true British institution for gourmets. According to the tradition, the organizers have prepared a wide palette of musical and dance genres.

According to the results of the exhibition all participants received honorary diplomas.

Attention!
You can obtain the full version of the business program on our website www.miningweek.kz, see section “Information for Exhibitors” or by a call to the Organizing Committee by phone No.: +7 727 250 19 99.
The theme of the exhibition and Karaganda as the exhibition venue were determined by immediate vicinity of the largest enterprises of the mining and metallurgical industries. Today we may positively state – this is the meeting point for scientists, equipment manufacturers, new technologies developers, suppliers and potential consumers.

**Exhibition Sections:**
- Technologies and equipment for mining and metallurgical complex
- Mineral prospecting and production technologies
- Mineral processing
- Supplies and materials for drilling and blasting
- Technologies and equipment for coal and mineral raw material processing
- Technologies and equipment for mining and metallurgical complex waste treatment
- Transportation
- Power equipment
- Communication and signaling systems
- Ventilation systems
- Security and protection facilities
- Environment protection

**Key Facts:**
- Number of exhibitors: **86**
- Number of countries: **11**
- Net exhibition area: **945 sq.m**
- Gross exhibition area: **1710 sq.m**
- Total visitors: **2011**
The exhibition is rightfully considered to be one of the key business events for mining and metallurgical industry professionals and receives support from the leading industry organizations and specialized governmental agencies.

Official support

Ministry of Investments and Development of the Republic of Kazakhstan

Committee of Geology and Subsoil Use of the Ministry of Investments and Development of the Republic of Kazakhstan

Akimat of Karaganda Oblast

Official partner of the exhibition

Republican Association of Mining and Metallurgical Enterprises

Exhibition organizers received official support from

Beijing Joint-Union Exhibition Co., Ltd. (China)
Beijing Essence Fair Co., Ltd. (China)
Participants

The exhibition fully justified the status of an international project. Over 80 companies from 11 countries of the world presented their achievements and innovative designs in the area of mining and metallurgical industry.

The visit of a trade representative of the Russian Federation in the Republic of Kazakhstan and the mission consisting of over 10 Polish companies demonstrated readiness of these countries to cooperate with Kazakhstan.

Traditionally, German, Russian, Ukrainian, Chinese companies take active part in the exhibition.

Exclusive exhibition stands of such companies as FAMUR S.A. (Poland), DEP (Russia), Turkuaz Machinery Ltd., ArcelorMittal Temirtau, etc. became a prominent part of the exhibition. The open site of the Shakhter stadium hosted heavy machinery and equipment of various companies and manufacturers.
Exhibitors’ Statistics

Number of exhibitors 86

Participating countries 11

Proportion of companies from the participating countries
Republic of Belarus 2%
Germany 9%
Kazakhstan 46%
China 15%
Poland 2%
Russia 20%
Turkey 1%
Ukraine 2%
Czech Republic 1%
Switzerland 1%
Bulgaria 1%

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According to the questionnaire materials the majority of the exhibitors positively evaluated the exhibition. Major goals of the exhibitors were

- Establishment of new business contacts (92%)
- Advertising of their products (77%)
- Supporting the company’s brand image (65%)
- Market survey (50%)
- Finding potential clients (69%)

Exhibitors’ results

- 85% found potential clients
- 38% made a successful presentation of their company
The high-profile visitors make this exhibition very special.

It is connected to the industrial specialization of Karaganda region where coal production, extraction of metal and iron ores as well as nonferrous metals, machine construction, metal processing, and other related activities are strategically important.

Following the standard procedure all visitors have been registered each of three days of the exhibition. To analyze the data received we applied methods of mathematical statistics, social and marketing approaches. The exhibition is noted for target visitors - most of them are specialists from different Kazakhstan cities: Karaganda, Astana, Almaty, Temirtau, Shakhtinsk, Zhezkazgan, Ekibastuz, Balkhash, Pavlodar, Atyrau, Ust-Kamenogorsk.

There were visitors from Russian cities: Moscow, Novosibirsk, Berdsk, Guryevsk, Prokopievsk, Kemerovo, Dzerzhinsk, Donskoy and representatives of Germany, Poland, Great Britain, Israel, Switzerland, Iran and Ukraine.
Advertising campaign

Advertising campaign of the exhibition “Mining Week Kazakhstan’ 2016” included:

- several stages of targeted mailouts of booklets over its database covering Kazakhstan, CIS and non-CIS countries;
- advertising campaign in major specialized periodicals, which maximally cover professional readership;
- advertisement on search engines and specialized Internet sites;
- radio and TV advertisements and commercials;
- personal VIP- invitations for ministries, governmental structures, embassies;
- direct distribution of invitation tickets;
- outdoor advertisements in Karaganda city;
- telephone marketing to inform of the forthcoming exhibition and its participants;
- SMS mass messaging.
Since 1987 TNT has produced more than 60 specialized international exhibitions that have been held in Russia (Moscow, Novosibirsk, Yekaterinburg), Kazakhstan (Almaty, Astana & Shymkent), Uzbekistan (Tashkent), Kyrgyzstan (Bishkek), Armenia (Yerevan), Georgia (Tbilisi) and Romania (Bucharest and Timisoara), Croatia (Split) and Kuwait (Kuwait City).

We are the proud members of the following two major international trade associations serving the exhibition industry: Society of Independent Show Organizers (SISO) and UFI - Union des Foires Internationals (UFI).

The company headquarters are located in the USA.
Conclusion

It has been the 12th time that this project has proved its relevance. The annual holding of the exhibition «Mining Week Kazakhstan» and its business activities facilitate the strengthening of the authority of Karaganda city as a center of mining and metallurgical industry.

What will be the future of the mining and metallurgical industry in 2017? Which technologies will become the most popular?

These questions can be answered only with your help as you are the participants of the exhibition project. Mining Week Kazakhstan opens these new directions and technologies.

Next, the 13th International Exhibition «Mining Week Kazakhstan’2017» will be held in Karaganda from 27 to 29 June 2017.

Report is prepared by

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